

Industry 2012 Committee
May 3, 2012
MINUTES

CALL TO ORDER by Chair Powers

ROLL CALL:

Committee Members Present: Bridget Powers, Richard Anderson, Dave Snyder, Bruce Cosgrove, Karin Koons, Tami Caulfield, Teri Tait-Wilson, Amber Eaton, Chuck Heisleman.

Dave Snyder handed out the draft of the invitations and sponsor letters. Discussion followed regarding possible revisions to pricing, early bird registration, hours, parking information and other general information. He also presented a draft of the "Save the date" which will be a single page mailer, and also available electronically to use right away.

Bridget Powers reviewed the sponsor request form. There was discussion about the sponsor levels and what they will include. Dave Snyder announced Placer County will be a top sponsor of the event.

Dave Snyder passed out examples of the sponsor tracking sheet. It was determined this master document would be kept with Deputy City Clerk Amy Lind, with the Chamber handling the financial side.

Bridget Powers spoke about a tour she took at Ridgeline Entertainment recently and said the facility will be open and available on the tour. She also said she met with Don Whitaker of Ceronix and he has agreed to host the breakfast location for the event. She said Tom Dwelle's hangar will still be open for tours, but the Ceronix location was a better fit for serving a breakfast.

Richard Anderson asked about contacting the local business associations to see if any businesses would like to advertise to out of town guests. It was decided they would be contacted for "day-of brochure" that would advertise local eateries, etc.

Chuck Heisleman asked if there was interest in having the Auburn Symphony provide music (as a sponsor) during meals, expo, etc. It was consensus of the group that this would be a good fit.

Bridget Powers handed out the Budget as prepared by Jeff. She reviewed the projected revenues and expenses. The only immediate revision needed was to

remove the cost of breakfast from expenses due it Holiday Inn sponsoring the breakfast.

Tami Caulfield said she will be meeting with Don Whitaker to finalize the details at his location for the buffet breakfast. Karin Koons said she will bring back a diagram of the layout of the expo to the next meeting.

Dave Snyder said he met with Rob Moore of IOSafe. He said Rob would like to be a stop on the tour. Richard Anderson said Art Armstrong of Armstrong Technologies expressed interest in being a stop on the tour also. It was decided Bridget, Dave and Bruce will need to get together and finalize the tour details to also include tours of vacant buildings.

Bridget Powers reviewed the lineup for speakers for the day.

Dave Snyder reported on public relations efforts. He said he is looking into different types of publications (most aviation related) to advertise. Tami Caulfield suggested using social media and other free types of advertisement as well. She said she can generate a list of companies who come to Auburn on business (tracked by Holiday Inn).

Bridget Powers said by the next meeting, the marketing materials will be finalized and the focus will begin to be on "day-of" details.

Adjourned at 9:10am.

Future meetings:

6/7/2012 8am Room 10
6/28/2012 8am Room 10
7/19/2012 8am Room 10
8/2/2012 8am Room 10
8/16/2012 8am Room 10
8/30/2012 8am Room 10
9/6/2012 8am Room 10
9/13/2012 8am Room 10
9/20/2012 8am Room 10
9/27/2012 8am Room 10
10/4/2012 8am Room 10

Minutes submitted by Deputy City Clerk Amy Lind.